

# Intelligent Change - The Einstein Way!

How to Increase Your Ability to Out-Think, Out-Smart, Out-Do Your Competition

**"Change is any unfamiliar, unrecognized, or disruptive pattern," states Arden Bercovitz.**

With this definition in mind, are your knowledge workers experiencing the stress of massive, brain-boggling changes? If so, it is high time for a closer look at how well your business culture is working. Are traditional approaches limiting how effectively your people deal with the opportunities that change inevitably brings?



In character as Albert Einstein, Dr. Arden Bercovitz shares insights about how we think, and the time we take to do it. He shares information to help your people choose better tools for any thinking task, for better decisions and more successful outcomes.

Motivation is important as Dr. B blends the latest science about how we think with insights and illustrative stories from Einstein's life. Add a good dose of humor, candor, and playfulness, **and your people will be inspired to think like they never "think" before.**

## 1. Think with the Right Tools for the Task.

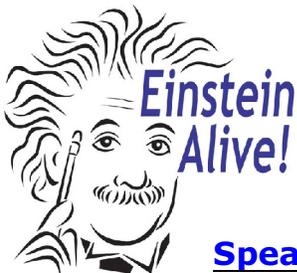
*"Inner freedom is an infrequent gift of nature and a worthy goal of the individual,"* said Albert Einstein. Awareness is the key as your people learn how to make better choices, using the right thinking tools for the task. Dr. B, as Einstein, explains three types of intelligence and the think-time necessary for each. He shares personal tips from Einstein's own life, modeling their strengths and limitations. His examples show your people how and when to apply each kind of intelligence. Better decisions and more effective results are sure to follow.

## 2. Banish Burnout with Brain-Boosters

*"Your thoughts, they shape you,"* said Albert Einstein. Dr. B reveals three simple techniques your people need to use to replace old behaviors with more adaptive ones. He shares how, and when to use these tools to challenge tradition and release more creative thought. As Einstein, Dr. B will kid, chide, cajole and outright trick your best and brightest people. His inspiration will energize them to train their brains to sustain more diverse, productive and profitable ideas.

## 3. Learn How to Think Clearly and Ask Better Questions

*"Convictions,"* said Albert Einstein, *"can best be supported with experience and clear thinking."* Uncontested bias or outright prejudice can be reduced simply by asking better questions about what's known and how you know it, and by finding out what's behind any question. Einstein's shares personal experiences and insights about challenging assumptions, and actively seeking thoughtful alternatives to any situation.



### Events that Change the Way Your People Think

Business Imagination and Motivation  
Keynotes, Workshops, and Special Events

**Dr. Arden Bercovitz, CSP EinsteinAlive.com**

Contact us today to book Dr. B, make your event memorable.

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